



# Old Town Area Parking Study (OTAPS) Work Group



**Meeting #3: March 25, 2015**  
**City Hall Room 1101**

# Agenda

**6:00 p.m.** Welcome, Introductions, and Meeting Goals

**6:10 p.m.** What We Heard: Recap of Meeting 2

**6:15 p.m.** Metered Parking Restrictions

**7:00 p.m.** Old Town Residential Permit Parking Policies

**7:30 p.m.** Public Comment

**7:45 p.m.** Next Steps

# Purpose of Reconvening the Work Group

- 1) Metered parking restrictions
  - Review existing restrictions
  - Discuss potential changes
- 2) Old Town residential permit parking
  - Review existing permit parking restrictions
  - Discuss potential changes
- 3) Prioritize recommendations for Traffic and Parking Board and City Council

# Schedule

#	Date & Time			Meeting Topic
1	Wednesday	January 28	7-9 pm	• Kick off meeting and review 2014 parking occupancy study report
2	Wednesday	February 25	6-8 pm	• Metered parking restrictions
3	Wednesday	March 25	6-8 pm	• Metered parking policy recommendations • Old Town Residential Permit Parking
4	Wednesday	April 22	6-8 pm	• Old Town Residential Permit Parking recommendations
5	Wednesday	TBD	6-8 pm	• Prioritize implementation recommendations*

\* Additional meetings may be held if needed

# What We Heard: Meeting 2

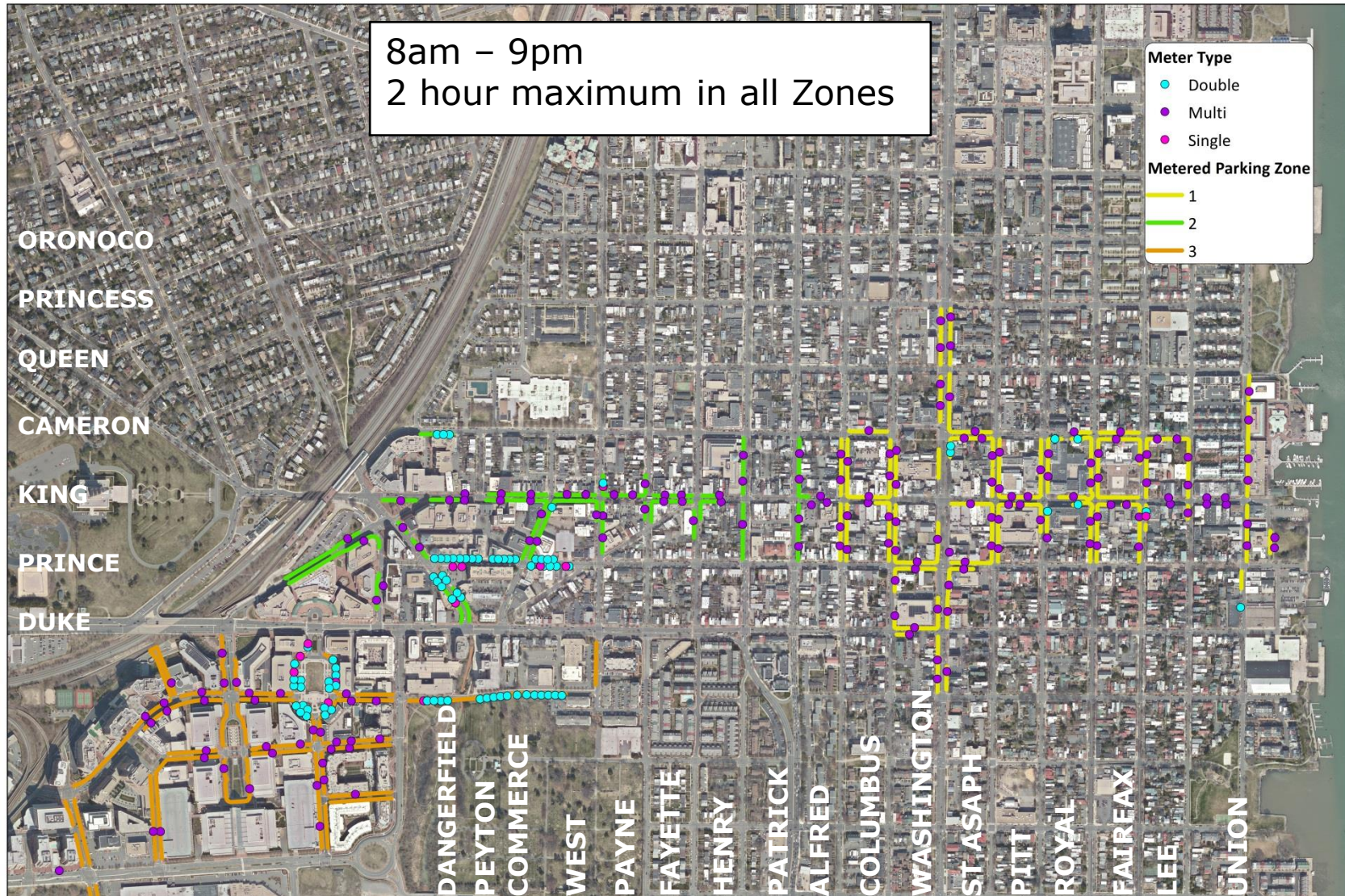
#	Comment
1	Most cities see their parking inventory as assets for businesses. How do you use pricing to achieve occupancy goals? You can see this in DC with their demand pricing model to achieve their target of 85% occupancy on each block.
2	Retail validation programs have not been successful in Old Town.
3	The effect of the trolley has been underplayed in our conversations.
4	Put enforcement revenue back into Old Town area improvements and trolley funding.
5	How much does enforcement cost the City?
6	Interested by issues with Pango highlighted in survey.
7	City needs to take a better look at parking on waterfront.
8	We should consider running the trolley continuously and earlier in the day to facilitate employees getting to work.
9	Are we doing enough with parking wayfinding in Old Town? It doesn't seem like it.
10	Pricing policies for City owned parking garages and lots might need to be adjusted.
11	We should explore the idea of using Pango on residential streets during the day for non-residents to use existing supply more efficiently.
12	The hierarchy of parking is good in concept. However, some areas of the study area, namely upper King Street, lack the parking garages and necessary parking supply for long-term users.
13	Do gross receipts include Meal and Sales Tax?
14	For the table of metered parking in other jurisdictions, we should also differentiate differences in hour allowances and municipal garage rates?
15	Data request: What is the # of spaces projected to be lost in the next 5 years?
16	Data request: How many spaces are in each lot and surface?
17	What blocks have more houses/units than on-street parking spaces?
18	Parking garages is an issue and better marketing/wayfinding should be implemented.
19	We can't make changes to hours and prices in isolation. We need to look block by block if we're going to make changes.
20	Need better signage and information for people to make parking decisions.
21	Look at options for garage and on-street pricing. On-street parking pricing is about right, but we should look into garage pricing.
22	Issue of turnover may not be as beneficial as businesses believe.
23	Revisit time and pricing for on-street parking west of Alfred St and Upper King Street.
24	We need to use the trolley more effectively.
25	Increasing meter hours west of Alfred could from 2 to 3/4 hours.
26	One size approach to parking does not work.
27	Flat rate in parking garages would encourage more people to park long-term
28	We should consider pushing enforcement hours back to 7pm.
29	Reduce \$40 ticket for meter violations.
30	We need to address the issue of insufficient wayfinding. Money from meters and enforcement should be earmarked for wayfinding improvements.
31	Revisit theory that all meter rates and times have to be the same.
32	Parkmobile has features that Pango lacks – namely the ability to buy extra time at the meter
33	Change Pango to extend hours past 2 hours – this is dependent on City policy
34	Pango needs to be marketed better by the City
35	No short-term parking options in garages.
36	Employee parking is a significant issue that needs to be addressed by the work group.
37	Does the City have Friendly Parking Policies?

# What We Heard: Meeting 2 – Overall Themes for Metered Parking Restrictions

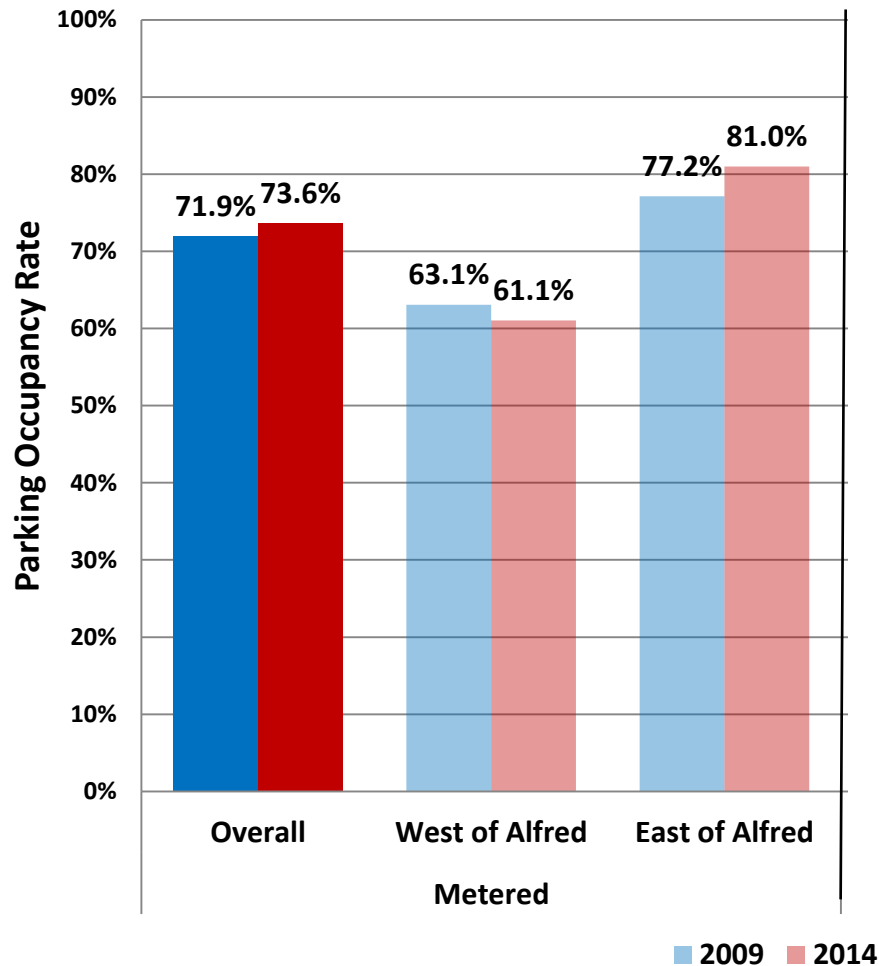
- Create parking policies that reflect differences in demand
- Improve wayfinding and information about parking
- Make better use of Pango through marketing and software changes
- Analyze enforcement revenue and costs



# Meter Zone Restrictions

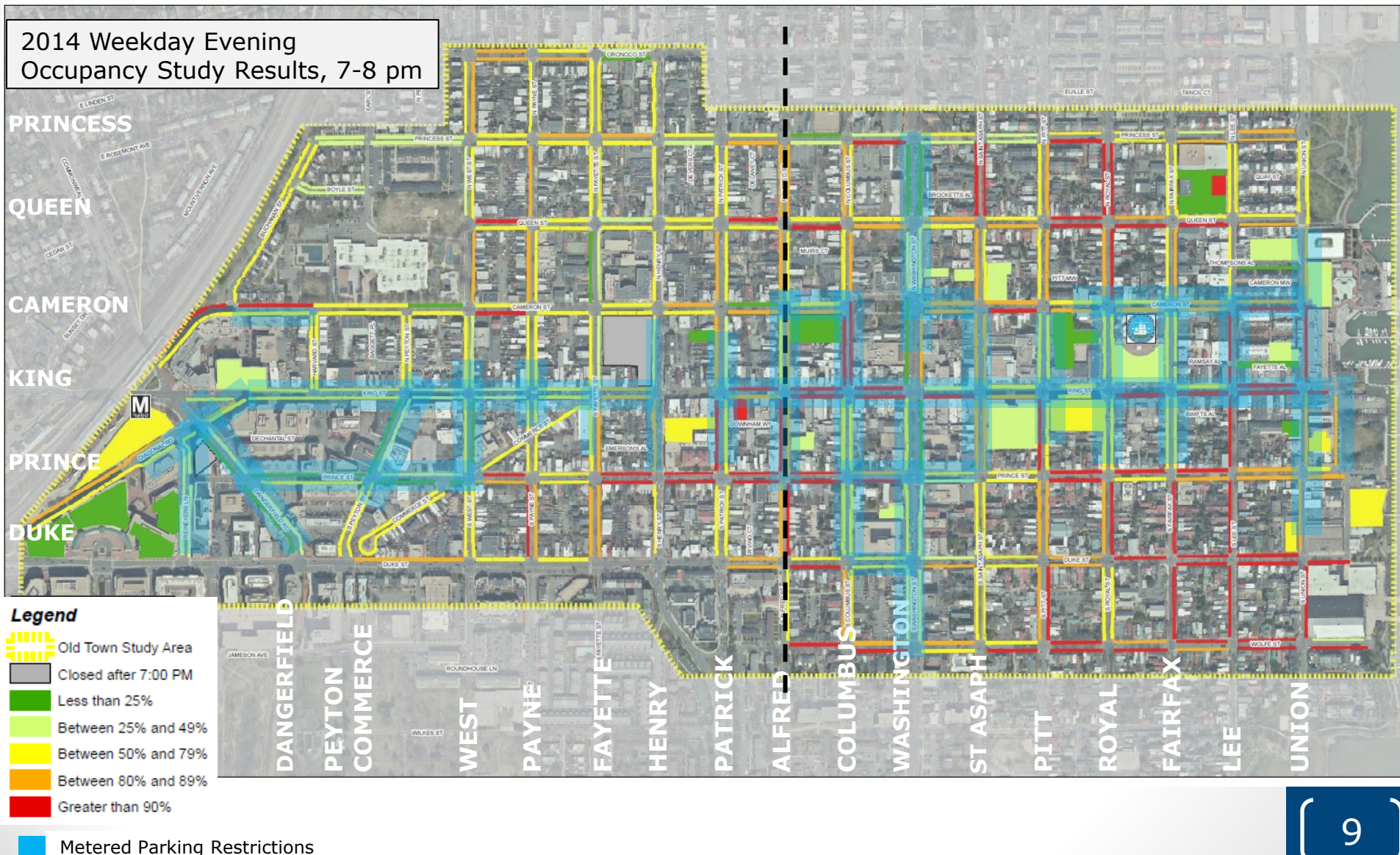


# Overall Meter Occupancy Up, Lower Occupancy West of Alfred Street



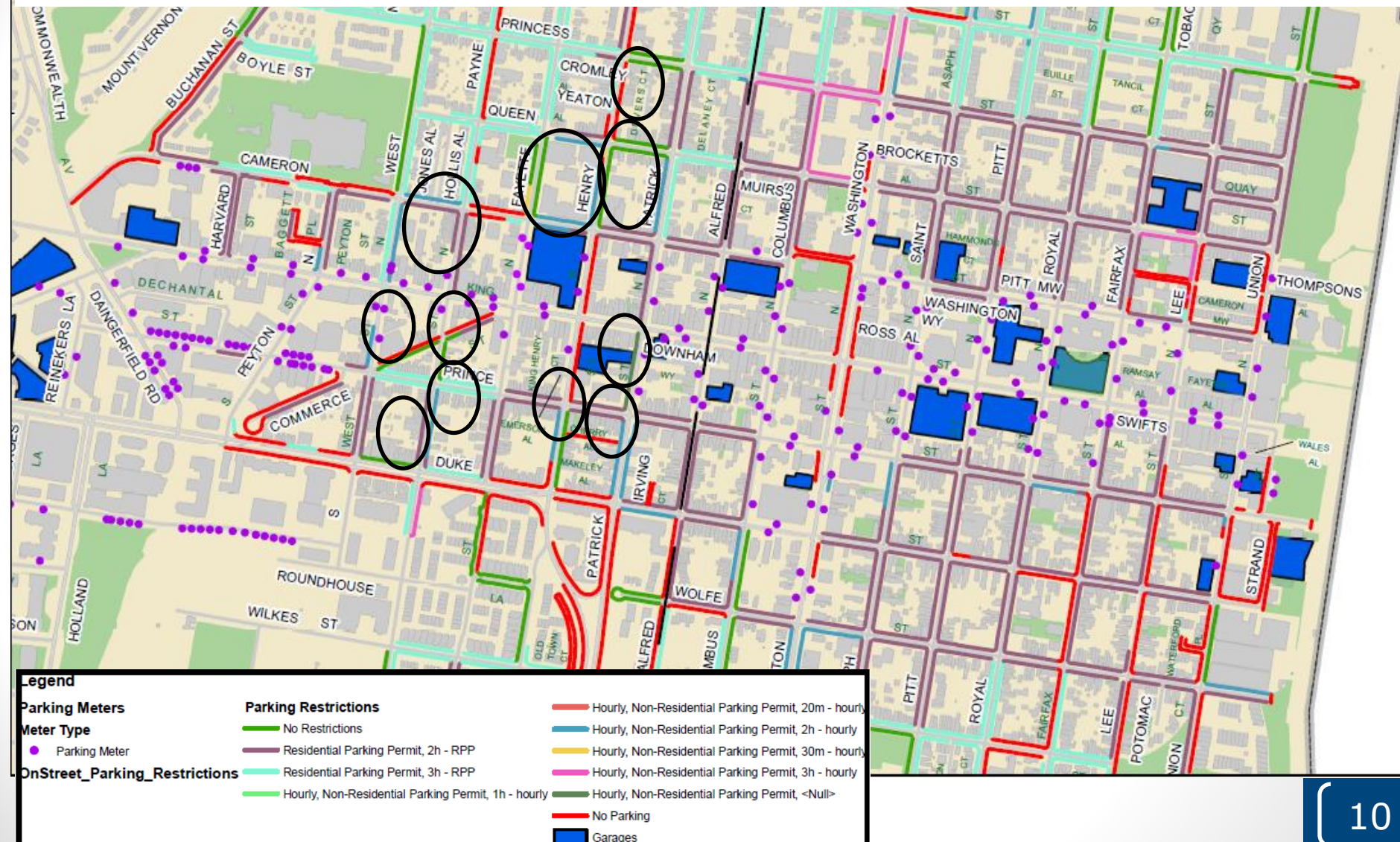


# Lower Meter Occupancy West of Alfred Street





# West of Alfred Street: Meters by Unrestricted Parking or Non-Residential Parking Permit Areas



# Garage Rates have Increased, but Garage Occupancy is Down

- Increase in rates since 2009
- City owns four out of 16 garages in the study area (\$2.50 per hour)
- Rates range from \$2.50 per hour to \$12 per hour

# Parking Management

## Parking Garages & Surface Lots

- Long-term parking

## Metered Parking

- Short-term visitors

## Non-Metered Parking

- Residents and Guests

# Key Trends, Comparing 2009 to 2014

- Overall metered parking slight occupancy increase
  - West of Alfred Street - decrease
  - East of Alfred Street - increase
- West of Alfred Street: metered parking areas adjacent to unrestricted parking or non-residential parking permit areas
- Garage rates up, but garage parking occupancy is down



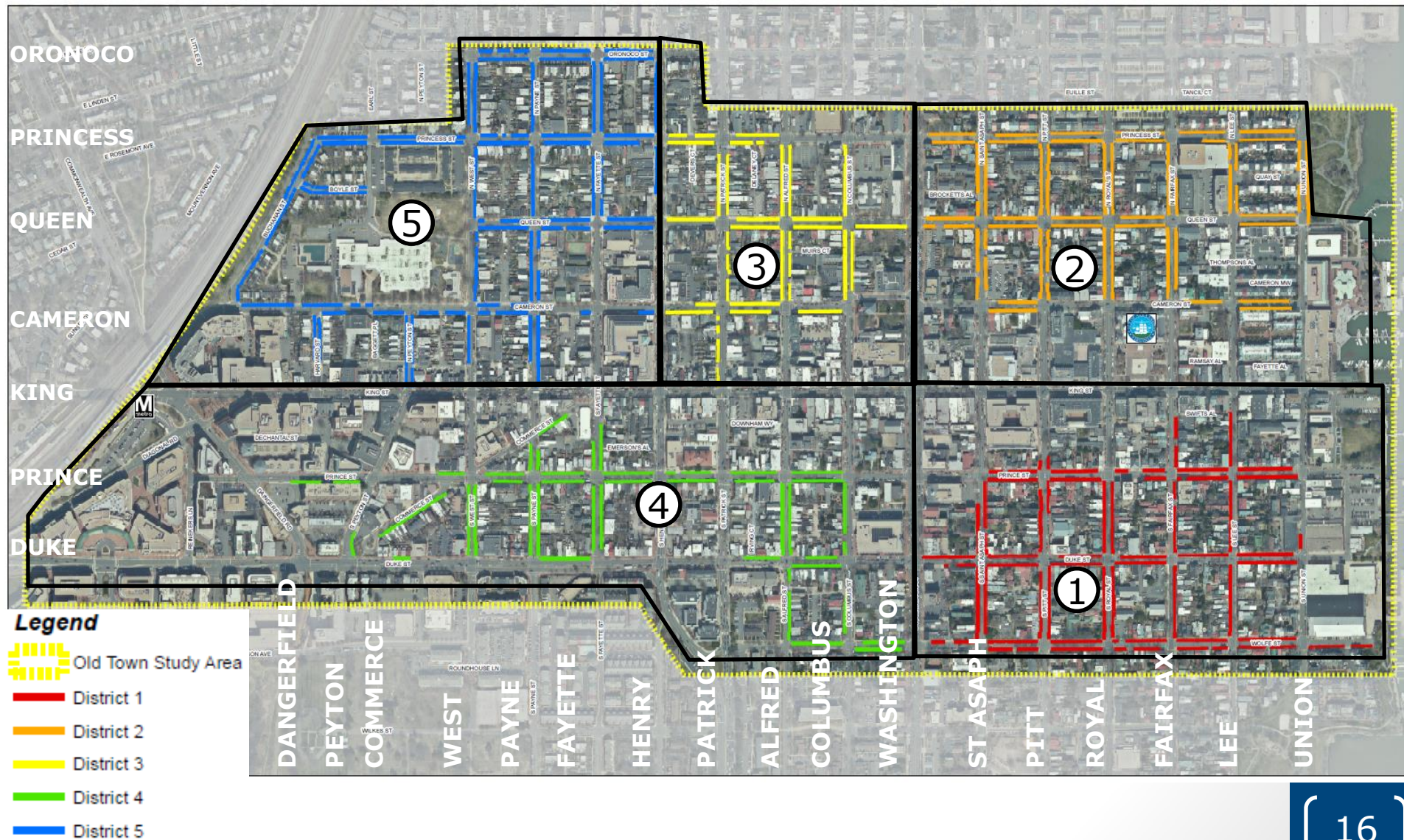
# Metered Parking Restrictions: Potential Strategies

1. Maximize Pango functionality:
  - Wayfinding and real time information
  - Business validation program
  - Garage parking payment
2. Continue to implement Wayfinding Plan
3. For City owned garages, examine pricing alternatives during peak hours to increase garage occupancy
4. Adjust hours of restriction and improve consistency on adjacent unrestricted and non-residential permit parking blocks
  - Option 4.1: 3 hour max. all day west of Alfred St.
  - Option 4.2: 3 hour max. after 6pm west of Alfred St.

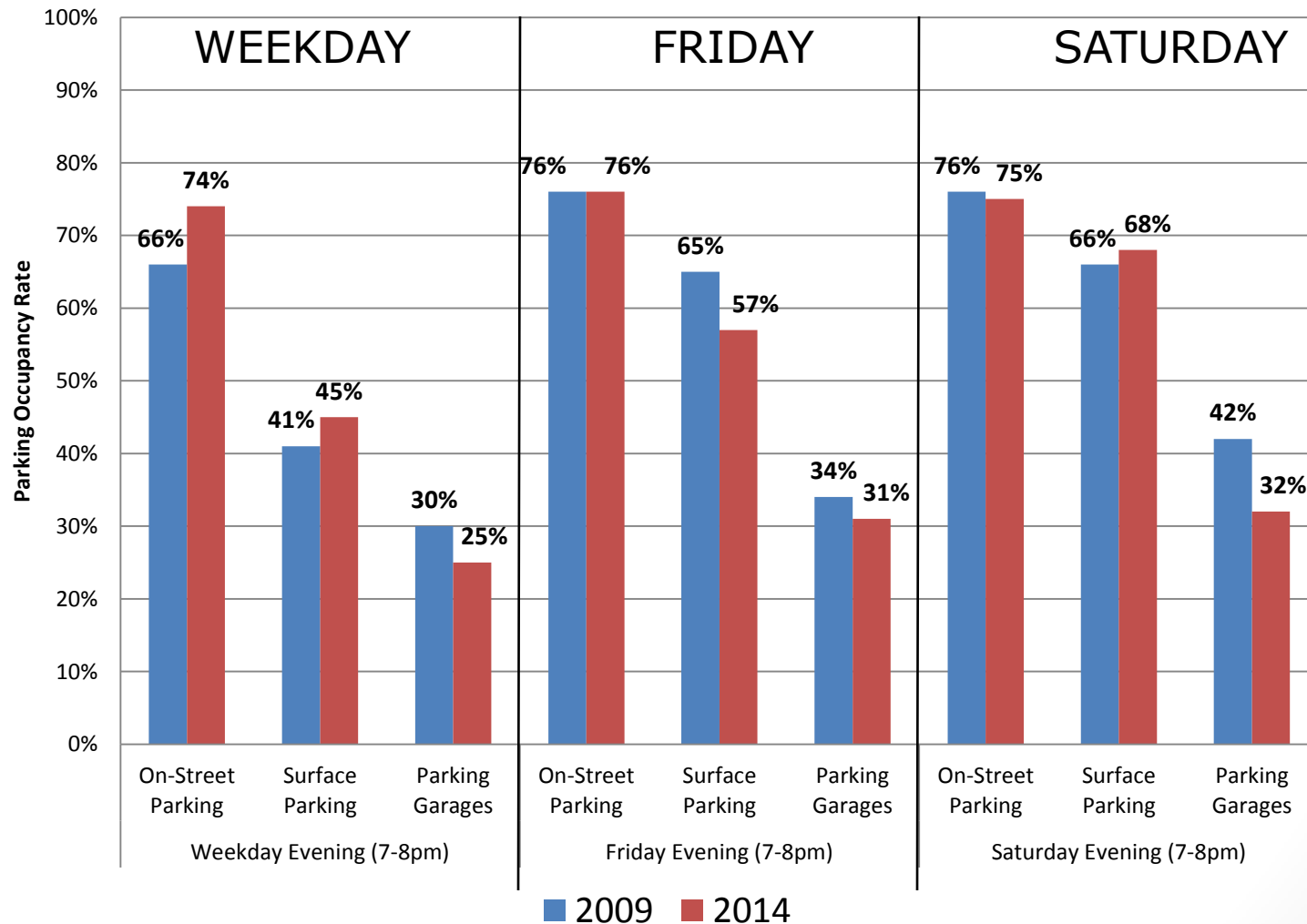
# Group Discussion

- What strategies would you prioritize above others?

# Residential Parking Districts



# Comparison of Parking Occupancy Rates, 2009-2014





# Old Town Residential Permit Parking: Key Trends

- Overall on-street parking occupancy increase on weekday evenings, but remains constant on weekends
- Residential permit parking restrictions are more consistent east of Alfred Street verses West of Alfred Street
- Parking occupancy levels are higher east of Alfred Street in Districts 1 and 2 than west of Alfred Street
  - On-street parking occupancy rates exceed 85% during the weekend evening hours in Districts 1 and 2 east of Alfred Street



# Residential Parking Permit Process

## Resident Request

- A petition with 50% or more of residents abutting a blockface is signed requesting the designation of permit parking for the blockface
- Residents may choose 1 of 32 combinations

## Engineering Survey

- A survey is conducted on a weekday
- If 75% or more of the on-street spaces are occupied and 25% of those are non-resident cars the blockface qualifies for the RPP program

## Traffic and Parking Board

- After the recommendation of the City Manager the Traffic and Parking Board holds a public hearing. Following the hearing the Board makes a recommendation to City Council

## City Council

- City Council votes on the proposed change to the parking restrictions on said blockface

# Parking Management

## Parking Garages & Surface Lots

- Long-term parking

## Metered Parking

- Short-term visitors

## Non-Metered Parking

- Residents and Guests

# Residential Parking Policy Tools

- Pricing and Limits on Permits
  - Cost of permits
  - Maximum number of permits
  - Pricing sensitive to demand and context
- Hours of Restriction
  - Hours sensitive to demand and context
- Technology
  - Automatic License Plate Readers
  - Pay-by-Phone
- Other?

# Group Discussion

- Based on the results of the occupancy study, what policies should be considered for residential permit parking in Old Town?

# Public Comment



# Next Steps

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# Questions/Comments



NEXT MEETING: WEDNESDAY, APRIL 22  
6:00 to 8:00 PM, City Hall Room 1101

For more information visit  
[alexandriava.gov/ParkingStudies](http://alexandriava.gov/ParkingStudies)

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